

WHY BUY FROM US?



Strong European Presence

- **13 sites** all over Europe
- **European sales team** and **wide distribution network** - ensures **consistent service quality** and **material availability** across all regions



Market & Customer Focus

- **Three business areas:** Display, Architecture, Industry
- Manufacturer of display products with the **widest range of products**, offering **24 brands** - **One contact person for a whole range**
- **Service promise:** from training to contact arrangements, technical service, and after sales care



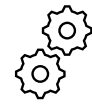
Market Leadership & Innovation

- More than **50 years of market leadership** and **strong brands**
- **Inventor of the first ACM panels** and **90 years of PERSPEX®**
- Continuous **innovation** and investments in R&D



Sustainability

- Production in **Europe**
- Driving **sustainability transparency** by rating every production site by **Ecovadis** and providing **LCAs**
- **FIVE-DOT-MISSION** & clear **sustainability goals**
- Helping **building sustainable business** by providing **sustainability guidance**



Tools & Services

- Virtual World
- In-house training centers
- Product finder
- Newsletter
- Sample service
- Colour matching services
- Active social media



Questions to Ask

- What criteria are most important to you when selecting a material?
- What materials do you currently use for applications with fire protection requirements, and where do you encounter limitations?

Why Customers Buy this Product

- **First ones on the market:** based on new and unique manufacturing technology
- **Excellent printability:** Natural white surfaces enable excellent results with all conventional printing technologies.
- **Excellent fire properties:** flame-retardant according to EN 13501
- **Excellent outdoor performance and temperature resistance up to -20 degrees**
- Balancing the need for **lightweight materials with stability and robustness**
- **Excellent recyclability:** SINTREX® is a monomaterial made from PET. Therefore, SINTREX® offers high recyclability and resource conservation through well-established recycling loops

Product Overview

- Material: PET – Expanded rigid plastic sheet
- Thicknesses: 5mm & 10mm
- Widths: 1220 mm & 2030 mm
- Surface: natural white
- Production Site: Sins, Switzerland
- Customer Service: Singen, Germany

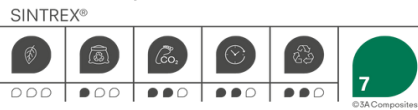
Application Areas & Customers to Talk to

- Urban street furniture – outdoor signage
- Airports, metro stations, public buildings
- Shopfitting, trade show stands, stage design, studio and office furnishings and fittings
- Interior design - public & private
- Advertising structures and hoardings
- Boat and shipbuilding, caravan construction
- DIY

Processing Methods

- Printing – digital and screen, UV, Latex
- Painting | Decorating | Spraying
- Lamination
- Cutting – cutter, CNC, waterjet, laser
- Sawing | Cutting out
- Contour milling
- Folding (V-groove) | Cold bending
- Hot forming | Thermoforming
- Gluing | Screwing | Drilling

Sustainability – FIVE-DOT-MISSION



LCA – coming soon

Objection Handling

- Too expensive:
 - it is a unique product that has been developed over several years
 - high quality and durability of the product
 - production in Europe/ Switzerland
- Limited thickness offering (3mm needed):
 - we are constantly further developing this product. Developing SINTREX® in 3mm will be the next step.

Alternative Materials – Top 3*

	SINTREX®	PVC	PS Composite	Paper Boards
Sustainability Performance	●●●●○	●●●●○	●●●●○	●●●●●
Fire Performance	●●●●●	●●●●○	○●●●○	○●●●○
Processing Performance	●●●●●	●●●●●	●●●●○	●●●●○
Outdoor Performance (UV-Stability)	●●●●●	●●●●○	●●●●○	●●●●○
Lightweight & Stiffness	●●●●○	●●●●○	●●●●●	●●●●○
Surface Hardness	●●●●●	●●●●●	●●●●●	●●●●○

*The rating starts at 5 points and is graded down comparatively.

SHORT-TERM ADVERTISING PROMOTIONS

Segment / Application Battle Card



Questions to Ask

- How long do your typical promotional displays stay in place?
- What materials are you currently using for short-term advertising?
- How do you currently handle your short-term advertising materials?
- What do you usually look for when choosing materials for short-term advertising?

Application Overview

- Hanging Signs
- Standing Signs
- Counter Signs
- Shelf Signs
- 3D Displays
- Shopwindow Decorations
- Tradeshow Exhibits

Application Needs

- Handling: flat and cost-efficient transportation to stores (lightweight), easy on-site cuttability for various shapes and formats fitting to individual store settings, simple and straightforward disposal after use
- Good printability (screen, digital, UV, latex)
- Good sustainability performance and cost effectiveness due to temporary usage
- Dimensional stability and resistance to humidity (in different environments)
- High temperature resistance - especially in shop windows
- Suitable with standard plug-in profiles

Suitable Products

DISPA®	KAPA®	SMART-X®	SWEDBOARD® Fibre	SINTREX®	FOREX® FOAMALITE®
100% multi-layer paper board with embossed paper core	Lightweight foamboard with polyurethane foam core and individual paper covering layers	Distinctive lightweight foamboard made of 100% polystyrene	Innovative and environmentally friendly paper board	Lightweight expanded rigid PET sheet	Expanded rigid PVC sheet materials
<ul style="list-style-type: none"> • Excellent 2D flatness and usable in both dimensions • Smooth surface - perfect printing results • High level of rigidity • FSC®-certified 	<ul style="list-style-type: none"> • Good cuttability with simple tools • 3D formable • FSC®-certified 	<ul style="list-style-type: none"> • Monomaterial • High stability and low weight • Temperature resistance up to +70 °C 	<ul style="list-style-type: none"> • Dust-free in processing • 3D formable - no cracking when bending • FSC®-certified 	<ul style="list-style-type: none"> • 100% PET - Monomaterial • Good recyclability • Great outdoor performance 	<ul style="list-style-type: none"> • Easy to handle • Widest range of thicknesses, sheet sizes, and colours • Excellent surface properties • FOREX®re & FOAMALITE®re with recycled content

Objection Handling

- It is just a short-term promotion - Corrugated cardboard is sufficient!
 - Unlike corrugated cardboard, DISPA® has a perfectly smooth, bright white surface, ensuring high printability. In addition, thanks to its high dimensional stability, DISPA® stays completely flat.
- We do not have a large budget.
 - Our portfolio covers different price points, ensuring you find the right balance between performance and budget for your campaign.
- It is important that the material is PVC-free.
 - PVC used in signage like our FOREX® and FOAMALITE® is highly regulated and complies with all REACH and RoHS standards. In addition, it is produced in Europe and even recyclable. There are sustainability friendly materials like FOREX®re and FOAMALITE®re. However, we also have a wide range of alternative materials.

Reference Projects

- Large supermarket and retail chains (e. g., Lidl, Aldi, Auchan, Rossmann, Coop, Lindt, Decathlon)
- Premium companies with a special focus on sustainability (e. g., Vaude, Geox)
- Events (e.g., Olympic Games, OMR)